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ABSTRACT

The nine-volume Survey Kit is designed to help readers prepare and conduct surveys and become better users of survey results. All the books in the series contain instructional objectives, exercises and answers, examples of surveys in use, illustrations of survey questions, guidelines for action, checklists of "dos and don'ts," and annotated references. This volume, second in the series, is designed to guide the reader to prepare and use reliable and valid survey questions. The first objective is to help the user understand a survey's cultural, psychological, economic, and political contexts. The survey developer is encouraged to ask valid questions that make sense to the respondent, and are concrete, with well-constructed sentences and careful word choice. The user is led to ask questions correctly through the use of meaningful response categories, appropriately grouped. Also discussed is applying special questioning techniques as needed. The following chapters are included: (1) "Asking Questions: A Matter of Context"; (2) "Keep Questions Closed or Open Them Up?"; (3) "Responses: Choices and Measurement"; and (4) "Knowledge, Attitudes, and Behavior: Additional Tips When Creating Survey Questions." A list of 15 annotated additional readings is attached. (Contains 32 examples and 4 tables.) (SLD)

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